

FULLY TO understand aquires, perhaps, as much time grand and beautiful thought re-as to conceive it.



# WHAT'S DOING

R. S. Pyle, your Telephone Manager in Torrance



## "Teletrainers" teach best phone use

Any day now that high school youngster of yours might surprise you with some good tips on how to use the telephone. He'll get his ideas at school from telephone equipment called a "Teletrainer." It's a device that was created by telephone people especially for high school teachers and pupils. It teaches the students how to develop a good telephone personality, how to use a telephone directory and how best to place out-of-town calls. Above all, it teaches good telephone habits, the kind of habits that help everybody get better service from their telephones. The men and women of Pacific Telephone work to make your telephone more useful every day.

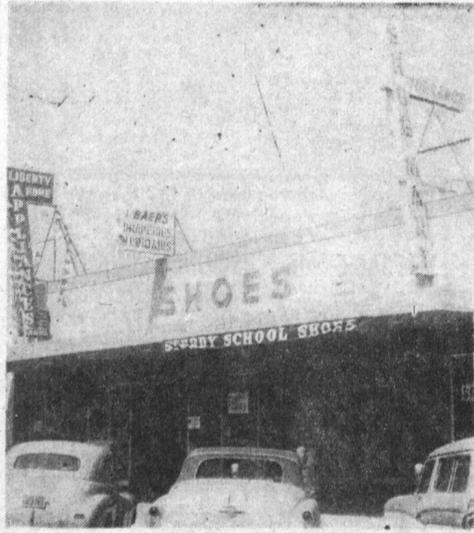
## Color phones will dress up your home

When you're dressing up, color's important. When your shoes, hat, dress or suit to complement perfectly. When you're dressing up your home, color's important, too. That's why additional phones in color fit right in. They come in eight exciting shades—red, yellow, green, blue, brown, beige, gray and ivory—as well as "two-tone" combinations. The cost? Only \$1.00 a month for each additional phone after a single installation charge. Why not call us right now and ask about adding phones in color?



## Out-of-town friends and relatives will want to know your number

If you move to a new address or, for any reason, get a new telephone number, here's a thought for you. When you're in touch with friends and relatives who live in another town, be sure they have your new telephone number. That way, they'll be able to call you quickly and easily. You see, out-of-town telephone calls actually go through twice as fast when you call by number. It's an easy way to help yourself to better service. Pacific Telephone.



ALL STYLES AND SIZES  
Torrance Shoe Mart is holding a dividend sales in honor of its first anniversary.—Press Photo.

## Anniversary Celebrated By Torrance Shoe Mart

The Torrance Shoe Mart, 1330 Sartori ave., is celebrating its first anniversary this week with an unusual discount sale.

"We are celebrating this anniversary by offering three dividend days in appreciation of the splendid patronage given to us by residents of this area," Sandy Menein said. "We will deduct 10% from every item sold Friday, Saturday, and Monday (September 28, 29, October 1). This will be in addition to the 10-20% savings which our customers regularly make on our shoes."

"We are highly gratified with the patronage which we have received," Mike Singer, president and advertising manager of the store, stated. "We are particularly gratified with the results of our ads in the Torrance Press. We selected the Press as our sole advertising medium and have been so pleased with the results that we have advertised in every issue since our opening."

Singer stated that customers from the whole area have come to the store, including residents of Waleria, Lomita, Redondo Beach, San Pedro, Wilmington, Pacific Palisades, Inglewood and Long Beach, in addition to Torrance.

"Many of them expressed satisfaction at finding a store so close to their home carrying such a complete line of styles and sizes," Singer said. "Never have we had such a tremendous stock of men's, women's and children's shoes on our shelves as now," Menein added. "We have had to fit so many hard-to-fit feet in the past year that we have extended ourselves this year to make available shoes which will fit every type of foot."

Singer and Menein also ex-

tended an invitation to new residents to "shop in downtown Torrance" and, while doing so, to drop in and look over "the largest shoe stock in the South Bay area."

## KITCHENS OFFERED IN CONTEST

Twenty-five thousand dollars in prizes will be awarded to the Southern Californians who can best describe in 50 words or less, their "Heart's Desire" in a home, according to G. L. Blanchard, Southern California Edison company district manager.

Two super-modern all-electric kitchens will be awarded as the grand prizes and first prize in the "Your Heart's Desire" contest being sponsored by the Home Builders' Institute of Southern California, it was disclosed.

The contest is limited to residents of five Southern California counties: Los Angeles, Orange, Riverside, San Bernardino, and Ventura.

To enter the contest, residents of these counties need only visit any one of the home developments in their area displaying the "Heart's Desire" emblem and ask for an entry blank. The unusual contest, which is being held in conjunction with the observance of National Home Month, closes on September 30.

## DEAR EDITOR..

Farewell

Torrance Press  
Dear Editor & Torrance Baseball Fans:

This is my official announcement of my retirement from the Torrance Bluebirds as general manager, field manager and player.

My retirement is made necessary by a small business opportunity with my brother in Los Angeles, that will leave me no time for baseball.

It was indeed a great thrill to pioneer the Bluebirds to 52 wins and 30 losses, during the last three years, winning two Harbor League championships and ranking high annually in the Southern California tournament.

As a player, this season culminates a happy career for myself, that started on the sand lots of Los Angeles. After playing at Glendale high in 1938 and winning the CIF championship, a career into professional baseball was launched. After spending Spring training with the Pittsburgh Pirates; seasons at Hutchinson, Kan., London, Ont., Selma, Ala., Albuquerque, N. M., and Albany, N.Y. (Eastern League) were made in an eight-year period.

Upon moving to Torrance in 1950, and playing on Swayne Johnson's Torrance Police, I became alarmed at the absence of a baseball team in this city in 1952 and 1953 after Johnson went into the Navy. Thanks to the inspiration of Hal "Tex" Roberts and Harry Theodosis, we made the birth of the current Bluebirds possible in 1954.

The new manager of the Bluebirds (who has agreed to accept the post) is Bucky Kuhn. The peppery-little center fielder needs no introduction to local fans, playing in the Torrance area the past 15 years. Kuhn hit .430 this season. Bob Cater will assist Kuhn as business manager, while Swayne Johnson will probably remain as assistant field manager.

In parting, I sincerely urge the citizens of Torrance to get behind this new regime, who will strive to keep Torrance baseball alive in 1957. Farewell!

Sincerely,  
(s) Jack French



MONEY FOR A HEIFER

This \$150 check will buy a registered heifer for the Spanish American Institute, Methodist School for Boys, in Gardena. The check was presented by the Waleria Kiwanis club to help the institute replace 25 heifers lost last February when they were bitten by a rabid dog. Receiving the check is Dr. R. H. Silverthorn, president of the institute. Kiwanis (l-r) are Carroll Calhoun, chairman, agricultural committee; Charles Scott, newly elected president; and Joe Bellante, president.—Press Photo.

## SUNDAY LAST DAY OF FAIR

The tempo speeded up here at Los Angeles County Fair today, as the big exposition prepared for its final weekend closing Sunday evening, September 30th.

As hundreds of truckloads of fresh flowers, fruits and vegetables were being trucked into the fairgrounds to refurbish exhibits and displays, fair officials were laying plans for a series of exciting and colorful events to supplement the regular fair schedule.

Fair President-Manager C. B. "Jack" Afflerbaugh pointed out that one of the best opportunities to see the exposition still remains inasmuch as final placement of ribbons was completed earlier this week and now all exhibits may be seen with their prize winning designations attached. New shows are being planned in the outdoor amphitheater, Mexican and Western Villages, sportsmen's area and huge Palace of Agriculture. More than a score of bands, 37 talent and fashion shows, and the exciting windup

## Palos Verdes Players Now Casting Roles

College professor, congresswoman or college girl? How do you fit into the infinite scheme? You needn't fit at all. In fact your present occupation has nothing to do with the role that may await you in the forthcoming Palos Verdes player production, "Goodbye My Fancy."

Readings for the cast of 20 will be held at 7:30 p.m., Thursday and Friday evenings at the Malaga Cove school. Production dates are set for November 29, 30 and December 1.

The comedy is the story of a congresswoman, Agatha Reed, who returns to her alma mater for an honorary degree. The welcoming committee includes students, professors, trustees, and a college president who vies for the hand of Miss Reed with a Life magazine photographer. All the action takes place within a girls' dormitory.

Ken Sutton, Broadway, television and motion picture actor, will direct "Goodbye My Fancy." Under a new policy with the Players there will be a different director for each of the three productions during the 1956-57 season.

According to Sutton, casting for the eight male and 12 female roles is open not only to members of the P. V. Players but anyone with a flare for comedy.

Junior members are also urged to try out. For the first time children between the ages of 12 and 18 may join the Players and become eligible for roles calling for younger actors.

## New Phone Directory Out Monday

Pacific Telephone has a sure-fire best seller about to be delivered to San Pedro, Torrance and Lomita exchange subscribers according to manager Dick Pyle.

It's the 1956 edition of the Southern Section telephone directory.

Scheduled for delivery Monday (October 1), the familiar green and white number book will be traded for the old one slated for the used paper mill.

Initial distribution of the book will reach over 57,000 copies and will include nearly 400,000 listings.

Yellow Pages users will be able to pinpoint the buyers' guide by use of a new index at the rear of the yellow section.

Pyle again extended a word of warning to those using the publication as a secret hiding place for currency or family heirlooms. He suggested they browse through the obsolete issue before the trade is made. It seems the machine that



CARL SHUPP  
... given appointment

## Carl Shupp To Succeed Hawkesworth

Carl W. Shupp has been named Southwest division manager of the Southern California Gas co. to succeed E. F. Hawkesworth, recently promoted to a managerial position in the utility's general headquarters in Los Angeles.

Shupp, a former Inglewood resident, has been serving as superintendent of distribution in the gas company's central division. The change becomes effective October 1.

Hawkesworth, who has been active in Inglewood area activities since coming here in February, 1955, will become manager of special services.

The new division manager is a native of Las Vegas, New Mexico, and a graduate of Inglewood high school. He attended Compton college and received a bachelor of arts degree in physics from Occidental college.

During World War II, Shupp served four years as a major in the U. S. Army Air Corps.

## Nova Scotia Club Schedules 'Picnic'

The Nova Scotia society will hold its annual picnic September 29, in South Gate city park, from 12 to 5 p.m.

The picnic is for anyone born in the Maritime Provinces, Nova Scotia, New Brunswick, Prince Edward Island and New Foundland. Their friends are also invited.

Those attending should bring their own lunch, coffee will be served by the officers.

grinds up old directories has no way of identifying a dollar bill, automobile registration slip or birth certificate — it just munches the daylight out of everything from cover to cover.

## Workshop Offers Program On Re-Educational Reading

The Workshop of Creative Living, Inc., 2424 Hawthorne ave., Waleria announces a re-educational reading program under the direction of Ralph Carr, M.A., who recently joined the professional staff of the Workshop.

Carr received his masters degree from the University of California, and holds both an elementary and secondary teaching credential as well as a school psychologist's credential. He has taught in the Torrance schools and done special guidance work in remedial reading at the Lillian Wagonheim clinic at UCLA.

He also brings a wide background of experience in working with children who are having reading difficulties. Carr resides with his wife Jean and their three children in the Palos Verdes section of Torrance.

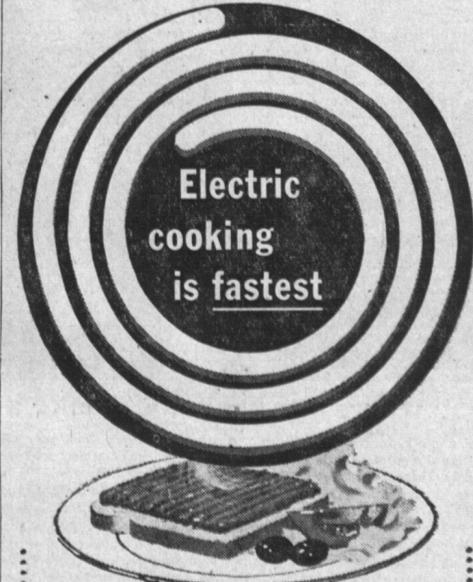
Children who are having reading difficulties are also usually lacking proficiency in other areas of learning, and therefore any re-educational reading program strengthens the child's ability and skill, which in turn carries over into other academic areas.

The Workshop offers such a program Saturday mornings and afternoons; groups are now being scheduled and enrollment accepted for them. Parents must register their child in advance. Groups are small and attention to the individual needs of each child is stressed.

The program offers parent conferences and individual testing and study to determine group placement for children from eight to twelve, younger children should wait and adolescents are given private instruction.

The Workshop of Creative Living, organized last year, recently moved into its new headquarters in Waleria and offers several educational programs weekly for both children and adults.

Parents wishing to inquire regarding enrollment or who wish to receive a free folder describing the Workshop and its program of educational services in human relations, should call: FR. 5-3016, FR. 5-3570 or DA. 6-3598 evenings until telephone service is installed in the new building, according to Mrs. Lora Lytle, public relations chairman for the group.



Electric cooking is fastest

"Cube Steaks" from freezer to table in 3 1/2 minutes—when you cook electrically!

TODAY NOTHING COOKS FASTER than a modern electric range. From a cold start with a cold pan, frozen steaks are ready to eat in 3 1/2 minutes. Hot soup takes 68 seconds. Bacon and eggs, 3 1/2 minutes. Fry, bake, broil or roast—electricity does it better.

THERE'S MORE: your kitchen is far cooler. And cleaner. Pots and pans stay mirror-bright. Kitchen walls look fresh much longer.

AFTER THE WARRANTY on your range expires, Edison services it free—charges only for parts, if needed.

IF YOU'RE STILL COOKING the old way, it's simply because you haven't seen the new '56 electric ranges at your appliance dealer's. Why not visit him this week and see how easy modern cooking can be?

SOUTHERN CALIFORNIA Edison COMPANY

LIVE BETTER—ELECTRICALLY



Gas keeps ahead of dish washers

...keeps you HOT WATER HAPPY.

This is because Gas heats water 3 times faster! Costs less, too!

Automatic dish washers require steamy hot water galore. With Gas—and the right size heater you always have abundant hot water for your dish washer, for your automatic clothes washer, for showers and every family use. Gas heats water three times faster than any other practical fuel. Heats it for less money, too!

If you now run short of hot water, chances are that you need a larger automatic Gas water heater. The box at right tells you how to buy one.

### HOW TO BUY A WATER HEATER:

BUY ONE BUILT TO LAST. An automatic Gas water heater constructed of quality materials that won't rust may cost a little more now, but a lot less in the long run.

THIS VERIFIED LONG LIFE SEAL is one good way to tell a heater built of quality materials that won't rust.

A LONG GUARANTEE—at least for 10 years—is another good way to be sure of a heater that won't rust.

SELECT THE RIGHT SIZE. Your plumber's approved sizing chart shows the tank capacity your family needs.

BUY ON CONVENIENT TERMS. Your plumber will sell you a new Gas water heater with no red tape. Financing and credit arranged over the phone.

SOUTHERN CALIFORNIA GAS COMPANY

Only GAS gives you such modern automatic appliances